

tED

the ELECTRICAL DISTRIBUTOR

2019 MEDIA KIT

Power Your Sales



2019 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	December 4	January 3	February 4	March 5	April 3	May 3
MATERIAL DUE	December 11	January 10	February 11	March 12	April 10	May 10
COVER STORY	Economic Roundtable: What Our Experts Expect in 2019	NAED Update	The Electrical Distribution Handbook	NAED Annual Award Winners	NAED Chair Update	Women in Electrical Distribution
SPECIAL REPORT	Adding Value or Selling Services?	NAED Update	Contractor Focus: Security Systems	Technologies That Will Transform the Industry	Lighting Roundtable: A Look Ahead	Contractor Focus: Facility Management
CURRENT	This award-winning Current section covers timely news and happenings in the world of electrical distribution.					
	<ul style="list-style-type: none"> • Focus: NAED's Western Region Outlook; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: NAED's South Central Region Outlook 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook 	<ul style="list-style-type: none"> • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: Channel Issues: M&A & the Industry 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook
BUSINESS	Our Business section offers ideas, advice, tips, and techniques to help electrical distribution companies thrive.					
	<ul style="list-style-type: none"> • Market Focus: Residential 	<ul style="list-style-type: none"> • Market Focus: Healthcare 	<ul style="list-style-type: none"> • Market Focus: Education 	<ul style="list-style-type: none"> • Market Focus: Entertainment 	<ul style="list-style-type: none"> • Market Focus: Government 	<ul style="list-style-type: none"> • Market Focus: Data Centers
SELLING	Electrical distributors look to the Selling section to learn to do what they do even better: sell products.					
	<ul style="list-style-type: none"> • Sales Focus: After the Sale 	<ul style="list-style-type: none"> • Sales Focus: Finding New Customers 	<ul style="list-style-type: none"> • Sales Focus: Sales + Marketing 	<ul style="list-style-type: none"> • Sales Focus: Building Trust 	<ul style="list-style-type: none"> • Sales Focus: Networking for Success 	<ul style="list-style-type: none"> • Sales Focus: Creating Lifelong Customers
PRODUCT COVERAGE	To submit a product for possible inclusion in this section, email the product press release along with a hi-res image (300 dpi or greater tiff, jpeg, or pdf) to mbyers@naed.org. Note in the subject line the month and category for which the product is being submitted. All submissions are subject to editing. Check with your <i>tED</i> sales rep for submission deadlines.					
	<ul style="list-style-type: none"> • Electrical: Control & Automation • Lighting: Residential Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Wiring Devices & Hardware • Lighting: Healthcare Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Wire & Cable Management & Labeling • Lighting: Connected Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Strut & Support Systems • Lighting: Lighting as a Service • What's New 	<ul style="list-style-type: none"> • Electrical: Circuit Protection Devices • Lighting: Quality Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Power Distribution & Conditioning • Lighting: Lighting and Health • What's New
SHOW DISTRIBUTION * Inclusion in show handout available; contact your "tED" sales rep for info.	<ul style="list-style-type: none"> • NAED Western Region Conference* • BICSI Winter Expo 	<ul style="list-style-type: none"> • NAED South Central Region Conference* 			<ul style="list-style-type: none"> • NAED National Meeting* • Lightfair International 	<ul style="list-style-type: none"> • NAED Women in Industry Forum*
ADVERTISER OPPORTUNITIES Contact your "tED" sales rep for info.	Paid advertisers receive complimentary <i>Baxter Research Study</i> .			Paid advertisers receive same-size ad in the NAED National Awards Section at 50% discount.		

2019 EDITORIAL CALENDAR

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSING	June 4	July 3	August 2	September 4	October 3	November 4
MATERIAL DUE	June 11	July 11	August 12	September 11	October 10	November 11
COVER STORY	2019 "30 Under 35" Honorees	Best of the Best Annual Marketing Awards Competition Coverage	Improving Channel Relationships	Setting Sales Goals for the Coming Year	Industrial Market Outlook	Trends to Watch in 2020
SPECIAL REPORT	Climbing the Corporate Ladder	Overcoming Marketing Challenges	Contractor Focus: Life Safety Systems	What to Expect from the Next Generation of Employees	Serving Industrial Customers	Contractor Focus: Building Energy Management
CURRENT	This award-winning Current section covers timely news and happenings in the world of electrical distribution.					
	<ul style="list-style-type: none"> • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: Channel Issues: Disintermediation In the Industry 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook 	<ul style="list-style-type: none"> • Focus: Economic Roundtable Update; <i>tED</i> Baird Study Results 	<ul style="list-style-type: none"> • Focus: NAED's Eastern Region Outlook 	<ul style="list-style-type: none"> • Focus: Quarterly Market Outlook
BUSINESS	Our Business section offers ideas, advice, tips, and techniques to help electrical distribution companies thrive.					
	<ul style="list-style-type: none"> • Market Focus: Commercial 	<ul style="list-style-type: none"> • Market Focus: Agriculture 	<ul style="list-style-type: none"> • Market Focus: Manufacturing 	<ul style="list-style-type: none"> • Market Focus: Solar 	<ul style="list-style-type: none"> • Market Focus: Hospitality 	<ul style="list-style-type: none"> • Market Focus: Utilities
SELLING	Electrical distributors look to the Selling section to learn to do what they do even better: sell products.					
	<ul style="list-style-type: none"> • Sales Focus: The Art of the Sales Pitch 	<ul style="list-style-type: none"> • Sales Focus: Selling Value 	<ul style="list-style-type: none"> • Sales Focus: Know Your Audience 	<ul style="list-style-type: none"> • Sales Focus: Getting to the Decision-Makers 	<ul style="list-style-type: none"> • Sales Focus: Rep Relationships 	<ul style="list-style-type: none"> • Sales Focus: Making the Most of Technology
PRODUCT COVERAGE	To submit a product for possible inclusion in this section, email the product press release along with a hi-res image (300 dpi or greater tiff, jpeg, or pdf) to mbyers@naed.org. Note in the subject line the month and category for which the product is being submitted. All submissions are subject to editing. Check with your <i>tED</i> sales rep for submission deadlines.					
	<ul style="list-style-type: none"> • Electrical: Conduit/Conduit Fittings • Lighting: Control Protocols • What's New 	<ul style="list-style-type: none"> • Electrical: Switchgear • Lighting: Replacement Lamps • What's New 	<ul style="list-style-type: none"> • Electrical: Hand & Power Tools • Lighting: The Internet of Things • What's New 	<ul style="list-style-type: none"> • Electrical: Wire Connectors, Lugs & Terminations • Lighting: Outdoor Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Raceway & Raceway Fittings • Lighting: Industrial Lighting • What's New 	<ul style="list-style-type: none"> • Electrical: Grounding • Lighting: Horticultural Lighting • What's New
SHOW DISTRIBUTION * Inclusion in show handout available; contact your "tED" sales rep for info.	<ul style="list-style-type: none"> • NAED LEAD Conference* 	<ul style="list-style-type: none"> • NAED Adventure Marketing Conference* 	<ul style="list-style-type: none"> • IEC Electric Expo 		<ul style="list-style-type: none"> • NAED Eastern Region Conference* 	
ADVERTISER OPPORTUNITIES Contact your "tED" sales rep for info.	Paid advertisers receive complimentary <i>Baxter Research Study</i> .			Paid full- and half-page advertisers may participate in a complimentary <i>Brand Awareness Study</i> .		

2019 RATES & SPECIFICATIONS

BLACK AND WHITE

SPACE	1X	3X	6X	12X	24X	36X
Spread	\$14,155	\$13,374	\$12,260	\$10,920	\$10,145	\$9,805
Full page	8,360	7,915	7,355	6,525	5,920	5,855
2/3 page	5,840	5,790	5,130	4,740	4,460	4,245
1/2 island	5,740	5,410	4,760	4,600	4,220	4,005
1/2 page	5,520	5,300	4,545	4,330	4,005	3,840
1/3 page	4,655	4,330	3,950	3,625	3,355	3,275
1/4 page	3,790	3,575	3,245	3,030	2,815	2,680

FOUR-COLOR PROCESS

SPACE	1X	3X	6X	12X	24X	36X
Spread	\$19,000	\$18,300	\$17,000	\$16,500	\$15,000	\$14,550
Full page	11,200	10,850	10,150	9,400	9,000	8,800
2/3 page	8,900	8,750	8,000	7,650	7,350	7,200
1/2 island	8,575	8,250	7,500	7,225	6,900	6,850
1/2 page	8,325	8,025	7,400	7,100	6,775	6,575
1/3 page	7,440	7,200	6,695	6,375	6,150	6,025
1/4 page	6,575	6,350	6,025	5,925	5,500	5,425

Matched color rates on request

MECHANICAL SPECIFICATIONS

SPACE UNIT	WIDTH	DEPTH	SPACE UNIT	WIDTH	DEPTH
2 page spread trim size	16.25"	10.875"	1/2 page vertical bleed	4.077"	11.125"
2 page spread bleed	16.75"	11.125"	1/2 page horizontal	7"	5"
1 page (live area)	7"	10"	1/2 page horizontal trim	8.125"	5.4375"
1 page trim size	8.125"	10.875"	1/2 page horizontal bleed	8.375"	5.5625"
1 page bleed	8.375"	11.125"	1/2 page spread (live area)	15.25"	5"
2/3 page	4.5625"	10"	1/2 page spread trim	16.25"	5.4375"
2/3 page vertical (live area)	4.562"	10"	1/2 page spread bleed	16.75"	5.5625"
2/3 page vertical trim	5.068"	10.875"	1/3 page vertical (live area)	2.1875"	10"
2/3 page vertical bleed	5.318"	11.125"	1/3 page vertical trim	2.75"	10.875"
1/2 island	4.5625"	7.375"	1/3 page vertical bleed	2.875"	11.125"
1/2 page vertical	3.3125"	10"	1/3 page square (live area)	4.5625"	4.875"
1/2 page vertical (live area)	3.3125"	10"	1/4 page (live area)	3.3125"	5"
1/2 page vertical trim	3.827"	10.877"	Gutter safety	.5" (.25"/side)	

ADDITIONAL MARKETING OPPORTUNITIES

(Contact your sales rep for pricing, based on frequency.)

Get your message in front of *tED* readers in an eye-catching way:

INSERTS (2-, 4-, AND 8-PAGE AVAILABLE)

BELLY BANDS

FALSE COVERS AND FRENCH DOOR (SPLIT) COVERS

BLOWN-IN POSTCARDS

MEETING HANDOUT

tED will hand out one literature piece as members register at each NAED regional conference or the NAED National Meeting along with a copy of *tED* magazine. Rate based on current ad program.

SPONSORSHIPS

Sponsorship opportunities are available throughout the year. Contact your *tED* sales rep or visit tedmag.com/mediakit.

2019 RATES & SPECIFICATIONS (Effective Jan. 1-Dec. 31, 2019)

PAGE MECHANICAL REQUIREMENTS

LINE SCREEN: 133 **COLOR ROTATION:** CMYK **PRINTING:** Offset **BINDING:** Perfect

Bleed: If an ad prints to paper's edge, the image/graphic elements must extend over the edge by 1/8" on all sides.

Live area: Headlines, body copy, logos, and other critical elements should remain inside the live area to minimize any chance of being trimmed off. If outside the live area, they can rest no closer than 5/16" to the trim.

Electronic files: Supplied PDF files are preferred and should meet the PDF X-1a specification, which calls for all font and high-resolution image data to be embedded within the file.

Ad files may also be furnished in native application file format where the following programs have been used: Quark XPress and Adobe Illustrator. All application files must be accompanied by copies of all linked images and fonts used (both screen and printer fonts). Only Adobe Type-1 fonts are recommended for use.

All image files used must be in TIFF or EPS format. Images must be uncompressed and in CMYK or grayscale mode. Images should have an effective resolution of 300 dpi at reproduction size.

Color-critical ad files should be accompanied by an approved contract press proof (four-color digital, non-dot proof) such as Kodak or Veris.

SHIPPING INSTRUCTIONS

Insertion orders: Due 1st of the month preceding publication month. No ad will be accepted without a current insertion order specific to that issue.

Electronic file submission: Due 10th of the month preceding publication month.

Send to: Karen Linehan, *tED* magazine, 1181 Corporate Lake Drive, St. Louis, MO 63132. Phone: 314-812-5317. Email: klinehan@naed.org.

COPY & CONTRACT REGULATIONS

Publisher copy protective clause: Advertisers and agencies assume liability for all content (including text representation, illustrations, and any sketch, map, labels, trademark, or other copyrighted matter) of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising.

Advertising format: Any deliberate attempt to simulate the publication's format is not permitted and the publisher reserves the right to place the word "advertisement" with copy that, in the publisher's opinion, resembles editorial matter.

Cancellations: Cancellations accepted only before closing date. All advertising is subject to publisher's acceptance. All cancellations received after the month of publication's closing date are subject to a \$1,000 charge. The advertiser is financially responsible for the account upon failure of its agency to pay.

Contracts: While *tED* accepts a contract as an "intent to run," a specific insertion order for each issue is required.

ADDITIONAL GUIDELINES

Commission: Agency commission = 15% of gross billing allowed to advertising agencies on space, color, and position.

Circulation: Complete circulation information found in current BPA Audit Statement, which is available in the Media Kit section of tEDmag.com.

Distribution: Subscriptions \$40 per year for nonqualified electrical distributors in the U.S.; \$40 each for Canadian subscriptions; and \$50 each plus postage for other foreign subscriptions. Mailed as second-class publication from the post office in Mechanicsburg, Pa.

ADVERTISING SALES REPS

EASTERN/CENTRAL REGION

Rich Ryan • rgrsvc@gmail.com

P.O. Box 102 • Port Clinton, OH 43452

Phone: (419) 734-5545 • **Fax:** (810) 958-0475

Connecticut, Delaware, District of Columbia, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, New York, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Vermont, Wisconsin, Europe, and Canada (Ontario and Eastern Canada)

SOUTHERN REGION

Gary Lindenberger • gl@lindenassoc.com

Lori Gernand-Kirtley • lg@lindenassoc.com

7007 Winding Walk Drive, Suite 100 • Houston, TX 77095

Phone: (281) 855-0470 • **Fax:** (281) 855-4219

Arkansas, Florida, Illinois (south of Springfield), Kansas, Louisiana, Missouri, Oklahoma, and Texas

SOUTHEASTERN REGION

Doug Fix • dfix@bellsouth.net

590 Hickory Flat Road • Alpharetta, GA 30004

Phone: (770) 740-2078 • **Fax:** (678) 405-3327

Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, South Carolina, Virginia, and West Virginia

WESTERN REGION

Steve Wafalosky • stevew@larichadv.com

512 Washington Street • Chagrin Falls, OH 44022

Phone: (440) 247-1060 • **Fax:** (440) 247-1068

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Canada (Manitoba and Western Canada), Mexico and South America, Pacific Rim countries

tED MAGAZINE

A monthly textbook for the electrical distribution channel.

tED magazine is the voice of top electrical distributors in North America. From national chains to successful independents, tED is read by the best companies in the industry. While targeted to the distributor salesperson, tED is also read by key executives. The publication is known for addressing the tough issues within the channel. If you have a message or product to get in front of the electrical channel, tED's readers are the top performers and decision makers you need to reach.

Published every month, tED provides:

- Green initiatives and alternative markets
- Market trend data
- New product information
- Best practices of electrical distributors
- Lighting features
- Economic outlooks
- News of both electrical distributors and suppliers

TEDMAG.COM MARKETING OPPORTUNITIES (See web media kit for more details)

TEDMAG.COM

tED magazine offers tEDmag.com as a complimentary product to disseminate information immediately.

LIGHTEDMAG.COM

lightED is the next step in tED magazine's effort to bring you the essential information you need about the constant changes in lighting for our supply chain. (Includes a lightED newsletter every Monday and Thursday)

TED DAILY NEWS E-NEWSLETTER

If you have a message or product to get in front of electrical distributors, this consistent summary of the latest news can put you in front of the decision makers you need to reach. (Published every Tuesday, Wednesday, Thursday, and Friday.)

TEDTV

tEDTV is a powerful library of custom, product, and technology videos that provides the electrical industry with a one-stop repository of educational content. To experience the site, go to tedtv.tedmag.com.

EDITORIAL STAFF

Publisher

Scott Costa • scosta@naed.org

Editor

Misty Byers • mbyers@naed.org

Art Director

Randi Vincent • rvincent@naed.org

Production Editor

Karen Linehan • klinehan@naed.org

Web Content Manager

Nicky Herron • nherron@naed.org

Editorial & Web Assistant

Marie Jakle • mjakle@naed.org

Circulation Administrator

Stephanie Wobbe • subscriptions@naed.org

AWARD-WINNING PUBLICATION



tED
magazine

1181 Corporate Lake Drive • St. Louis, MO 63132

Phone: (314) 991-9000 • Fax: (314) 991-3090

www.tEDmag.com